

elements of interactivity; effective management (advertising campaigns, merchandising, logistics of tours, updates to the show, creation of a media brand, the desire to monopolize this kind of entertainment, etc.).

Keywords: management of theatre business, show business, Albert Smith, illusions, Victorian era.

Lesia Ovchieva
Liubov Linytska is a performer of roles in the plays of Jewish playwrights (M. Sadovskyi's First Ukrainian Stationary Theatre in Kyiv (1909-1915))

In the article "Liubov Linytska - performer of roles in the plays of Jewish playwrights (M. Sadovskyi's First Ukrainian Stationary Theatre (1909-1915))" an attempt is made to generalize the experience of staging plays by Jewish authors on the stage of the M. Sadovskyi's Theatre in Kyiv. This theatre opened on September 15, 1907. in the rented premises of the Trinity People's House (now the Kyiv Operetta Theatre).

There was no Jewish theatre in Kyiv in those years, so staging performances based on Jewish plays in the Ukrainian theatre provided an opportunity not only to watch plays by various authors and learn about their life, but also to significantly support the financial position of this theatre. But most importantly, smoothing the sometimes still antagonistic views of individuals, this action influenced the general development of mutual enrichment of the cultures of the Ukrainian and Jewish people, who in the Russian Empire were under severe national oppression.

From 1908 to 1915, M. Sadovskyi's theatre staged 7 plays by Jewish playwrights - "God of Revenge" by Sholom Asha (1909), "Mirele Efros" (1910), "Love and Death" (1910), "Cannibals" (1910), "Beyond the Blue Sea" (1911) by Yacov Gordin, "Sulamif" (1910) by Avraam Goldfagen and "Queen of the Sabbath" (1915) by Andzhey Marek.

Melodramatic performances had a high ideological and artistic quality and were most successful with the audience - "Mirele Efros" by Y. Gordin and "Queen of the Sabbath" by A. Marek. Leading masters - M. Sadovskyi, I. Marianenko, L.

Linytska, S. Pankivskyi, E. Khutorna, F. Levytskyi and others - were engaged in these performances, which were solved in the genre of psychological drama. They created an image that is psychologically true and convincing. The artist L. Linytska, who has already switched to the roles of mothers and elderly women, stood out with her skill. In her performance in these roles, the actress showed an absolute understanding of the nature of the melodramatics of the images she created and conveyed to the audience a striking artistic intelligence. The participation of Ukrainian actors in the performances of Jewish playwrights enriched their experience and improved their stage and performance skills.

The successful stage performance of plays by Jewish authors on the stage of the M. Sadovskyi's First Stationary Ukrainian Theatre made an extraordinary contribution to the general culture of Ukraine.

Tetiana Boiko, Maryna Soroka
Commedia dell'arte techniques in the practice of the acting duet
Yosyp Hirniak and Marian Krushelnytskyi (for example,
the 1927 «Mikado» play)

The article discusses the techniques of commedia dell'arte in the practice of the acting duet of Yosyp Hirniak and Marian Krushelnytskyi. The introduction emphasizes that the “Mikado” operetta, staged by director Valery Inkizhinov in 1927, has not been comprehensively considered and historically reconstructed. This performance is interesting because it embodied the scenic symbiosis of East aesthetics with a testimony of commedia dell'arte techniques in the acting practice of the berezil-actors. Therefore, the **purpose of this article** is to highlight the techniques of commedia dell'arte in the practice of the acting duet of Hirniak and Krushelnytskyi. According to the goal, the task was to carry out a historiographical analysis of the 1927 Mikado performance and to clarify the specifics of the work on the stage images.

Presentation of the main material. The “Mikado” operetta was created in London in 1885 by the efforts of playwright William Gilbert (1836-1911) and composer Arthur Sullivan (1842-1900). From the original work of "Mikado", the